

## AMENDMENT TO THE CLAIMS

Please cancel claims 27 and 35.

Please add new claim 39.

Please amend claims 4, 5, 7, 10, 21, 25, 28, 30, and 32 as follows.

1-3. (Canceled)

4. (Currently amended) A communication device for use with a network, the communication device comprising:

- a device identifier;
- a register configured to store an anonymous user identifier and authentication information configured to authenticate the communication device with the network, the anonymous user identifier being unrelated to both the device identifier and the authentication information;
- a transmitter configured to transmit the authentication information and the anonymous user identifier to the network; and
- a subscriber identity module (SIM) comprising a SIM identification number that, at least in part, was assigned to the SIM by a manufacturer of the SIM, wherein the anonymous user identifier is associated with the ~~serial~~ SIM identification number.

5. (Currently amended) The communication device of claim 4, further comprising a processor is configured to encrypt the anonymous user identifier before transmission to the network.

6. (Previously Presented) The communication device of claim 4, further comprising:

- a processor; and
- a user input interface configured to supply commands to the processor.

7. (Currently amended) A cellular telephone for use with a network, the cellular telephone comprising:

- a memory configured to store a device identifier;
- a display configured to display data and commands;
- a user input interface configured to receive data entry and command

entry;

a subscriber identity module (SIM) having authentication information and a SIM serial number that, at least in part, was assigned to the SIM by a manufacturer of the SIM;

a processor configured to determine an anonymous user identifier unrelated to both the device identifier and the authentication information as a function of the SIM serial number, the processor being further configured to issue transmit commands; and

a transmitter configured to receive transmit commands issued by the processor, and to transmit the authentication information and the anonymous user identifier to the network following receipt of a transmit command issued by the processor.

8. (Previously presented) The cell phone of claim 7, wherein the transmitter is configured to transmit the device identifier to the network following receipt of a transmit command issued by the processor.

9. (Canceled)

10. (Currently amended) A content provider configured to communicate with one or more mobile stations over a network, each mobile station having a SIM with a SIM serial number assigned, at least in part, by a manufacturer of the SIM, a device identifier, authentication information for authenticating the mobile station with the network, and an anonymous user identifier associated with the SIM serial number and unrelated to both the device identifier and the authentication information associated with the SIM serial number, the content provider comprising:

a content personalization interface configured to receive the anonymous user identifier associated with the SIM serial number and unrelated to both the device identifier and the authentication information associated with the SIM serial number from at least one of the mobile stations; and

a processor configured to use the anonymous user identifier to personalize content for the at least one of the mobile stations, and to provide the personalized content to the at least one of the mobile stations.

11-16. (Cancelled)

17. (Previously presented) The content provider of claim 10, wherein the personalization interface is configured to receive the device identifier and the processor is configured to use the device identifier to personalize device-specific content for the at least one of the mobile stations, and to provide the personalized device-specific content to the at least one of the mobile stations.

18-19. (Canceled)

20. (Previously presented) The content provider of claim 10, wherein the anonymous user identifier is the SIM serial number assigned, at least in part, by the manufacturer of the SIM.

21. (Currently amended) A method of providing personalized content to a wireless device coupled to a wireless communication network having a content provider, the wireless device comprising a device identifier and a subscriber identity module (SIM) having authentication information and a serial number assigned, at least in part, by a manufacturer of the SIM, the method comprising at the content provider:

receiving an anonymous user identifier from the wireless device over the wireless communication network, the anonymous user identifier being unrelated to the device identifier and based, at least in part, on a serial number of the SIM and being unrelated to both the device identifier and the authentication information;

selecting content based on the anonymous user identifier; and  
providing the selected content to the wireless device over the wireless  
communication network.

22. (Previously presented) The method of claim 21, wherein the  
selected anonymous user identifier is the serial number of the SIM.

23. (Previously presented) The method of claim 22, further comprising  
at the content provider:

receiving the device identifier from the wireless device over the wireless  
communication network;

selecting content based on the anonymous user identifier and the device  
identifier; and

providing the selected content to the wireless device over the wireless  
communication network.

24. (Previously presented) The method of claim 23, wherein the  
content provider has a plurality of user profiles, each user profile of the plurality of user  
profiles having a device identifier and an anonymous user identifier, the method further  
comprising at the content provider:

selecting a user profile from the plurality of user profiles, the selected user  
profile having a device identifier identical to the device identifier of the wireless device  
and an anonymous user identifier identical to the anonymous user identifier of the  
wireless device; and

selecting content based on the selected user profile.

25. (Currently amended) A method of using a wireless device to obtain  
anonymous personalized content from a content provider, the wireless device  
comprising a device identifier and a subscriber identity module (SIM) having  
authentication information and a serial number assigned, at least in part, by a  
manufacturer of the SIM ~~to obtain anonymous personalized content from a content~~

provider, the serial number being unrelated to the authentication information and the device identifier, the method comprising:

selecting an anonymous user identifier based, at least in part, on the serial number assigned, at least in part, by the SIM manufacturer;

providing the anonymous user identifier to the content provider;

waiting for the content server to send anonymous personalized content identified by the content provider based on the anonymous user identifier for delivery to the wireless device; and

receiving the anonymous personalized content from the content provider.

26. (Cancelled)

27. (Cancelled)

28. (Currently amended) The communication device of claim 4-27, wherein the authentication information ~~mobile station number~~ includes is a mobile station ISDN number (MSISDN).

29. (Cancelled)

30. (Currently amended) The communication device of claim 4, wherein the ~~register is configured to store~~ authentication information includes a mobile subscriber identity ~~and the transmitter is configured to transmit the mobile subscriber identity to the network.~~

31. (Previously Presented) The communication device of claim 30, wherein the mobile subscriber identity is an international mobile subscriber identity (IMSI).

32. (Currently amended) The communication device of claim 4, wherein ~~the register is further configured to store~~ the authentication information includes

a mobile subscriber identity and a mobile station number and the transmitter is configured to transmit the mobile subscriber identity, the mobile station number, and the user identifier to the network.

33. (Previous presented) The communication device of claim 32, wherein the mobile subscriber identity is an international mobile subscriber identity (IMSI) and the mobile station number is a mobile station ISDN number (MSISDN).

34. (Cancelled)

35. (Cancelled)

36. (Previous presented) The cellular telephone of claim 7 for use by a user, wherein

the transmitter is configured to receive a request for additional identification information from the network, to communicate the request to the processor, and following receipt of a transmit response command from the processor, to transmit a response to the request to the network,

following communication of the request to the processor, the processor is configured to issue a display command directing the display to display the request,

the display is configured to receive the display command from the processor and following receipt of the display command, to display to the user the request received by the transmitter from the network,

the user input interface is configured to receive a response from the user to the request displayed to the user and to provide the response to the processor, and

the processor is configured to issue the transmit response command to the transmitter directing the transmitter to transmit the response to the network.

37. (Previous presented) The content provider of claim 10, wherein the content personalization interface is configured to receive anonymous personalization data from the at least one of the mobile stations; and

the processor is configured to use the anonymous user identifier and anonymous personalization data to personalize content for the at least one of the mobile stations.

38. (Previously presented) The content provider of claim 37, further comprising a database configured to store the anonymous personalization data received by the content personalization interface from the at least one of the mobile stations and to provide the anonymous personalization data to the processor.

39. (New) The communication device of claim 4, wherein the SIM further comprises the authentication information.